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Detroit, May 12, 1980

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Beta with a bulge

Diesel fitted to Lancia

Under the hood bulge on this Lancia Beta prototype is a six-cylinder diesel engine. The car reportedly is being prepared for introduction in Europe in 1982 or 1983.

GM floor-plan assistance draws dealer brickbats

By Robert W. Irvin
Editor-at-Large

Many General Motors dealers are unhappy with GM's floor-planning aid program and are hoping the corporation will make some changes in the plan.

The dealers like the 12 percent ceiling on floor-plan rates offered to participating dealers. But the dealers said the offer should have been applied to all the vehicles in stock, not just those ordered after May 1.

The participating dealers who accept the ceiling have to agree to give up 2 percentage points of the 5 percent carryover allowance on 1980 models at 1981 announcement time.

Some dealers interviewed said only those with small inventories would agree to participate and order new cars this way, counting on selling them before announcement time.

Indeed, there are no signs that dealer orders have picked up significantly as a result of the program.

To the contrary, dealer orders are at such a low level that GM has over 140,000 workers on temporary or indefinite layoff. Many of GM's big car plants have been closed in the last two weeks.

Moreover, GM Chairman Thomas A. Murphy warned recently that dealer orders are still so low that he fears a car shortage this summer. This is the way he put it on "Face the Nation" over CBS-TV:

"With the cost of money, dealers have been very reluctant to order new automobiles. I think we're going to be product short through the summer months, because of the unwillingness of dealers to order."

• This is why sources at GM expect the corporation to modify the original plan in some fashion to produce more orders.

"There are going to be some changes that will make it more desirable," a source said.

But industry analysts aren't sure how far GM can go, either, because it, too, is in a cash bind. GM is expected to be in the red for the current April - June financial quarter. It has slashed its dividend and cut 10 percent of its white-collar work force so it can carry on its $38 billion downsizing program.

However, the dealers maintain they are desperate for help. In fact, to try and underscore the seriousness, NADA President George S. Irvin held a press conference in Detroit last week and warned that 25 percent of the nation's dealers, about 7,000, would have to close up shop this year the way things were going.

He said credit was so tight that dealers were losing 50 percent of their sales because the customers couldn't get their loans approved.

John J. Pohanka, former NADA president who has a Marlow Heights (Md.) Oldsmobile dealership and heads the Olds dealer council, believes GM will modify its plan.

"I have a feeling something is going to happen," Pohanka said. "This really is unacceptable."

Thomas P. Williams, a Buick dealer in Birmingham, Ala., who is head of the Buick National Dealer Council, said, "I haven't talked to any dealer who has elected to go into that program. I think they will make some changes in it."

Dick Hatfield, an Augusta (Kans.) Chevrolet dealer and head of the National Chevrolet Dealer Council, said his group felt so strongly against the program that it sent the division the following telegram of protest:

"In polling the National Dealer Council members, we find the proposed floor-assistance program totally unacceptable.

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Irvin sees huge decline unless makers, U. S. act

1980 dealer mortality put at 25 pct.

By Jim Plegue
Staff Writer

DETROIT. — NADA President George Irvin has warned that "at least" 25 percent of the U. S. dealer population will be forced out of business by the end of this year unless government and manufacturers act swiftly to ease the dealers' growing financial squeeze.

That frightening estimate was made last week by Irvin during a press conference called to intensify NADA's campaign seeking relief for the 28,000 franchised car and truck dealers in the U. S.

The conference also coincided with the arrival here of the association's 60-member Industry Relations Committee, a dealer coalition from all car lines that began meeting in Dearborn last week and will eventually make recommendations to each auto maker.

"We hope to have contact with all our manufacturers within the next two weeks," Irvin said. "The problem is immediate."

While NADA is seeking relief on both fronts — government and the auto manufacturers — the gist of Irvin's remarks last week were in the form of an appeal to the auto makers.

"I'm here today to state that now is the time to act," Irvin said. "Without manufacturer action now, the total cost of layoffs, production shutdowns, dealer closings, etc., will far exceed costs of floor-plan relief or rebate programs."

• As part of its escalated efforts, NADA last week sent its members two mail pieces. One, a special bulletin entitled "NADA Economic Crisis Action Plan," lists nine concessions the NADA is asking from the government and auto makers. The second mail piece is a do-it-yourself Inventory Planner sheet.

Irvin recommended that dealers cut their inventory to the minimum, thereby cutting floor-planning costs. The NADA has estimated that its 28,000 members are spending $200 million per month in floor - planning costs, more than double that of last year.

"We as dealers are advocating that dealers only order those cars that they, in their own business judgment, need in order to keep their doors open," he said.

Irvin, who owns a Chevrolet/BMW/Subaru/Mercedes - Benz dealership in Denver, is quite familiar with the floor-planning problems caused by rising interest rates and tighter credit controls.

"My cost alone in the last month for the floor-planning in my Chevrolet store was $50,000," he said, comparing it with $20,000 for the equivalent month in 1979 when he carried a larger inventory in his dealership.

"A dealer cannot live with those kinds of conditions," he said.

• NADA estimated that 700 to 800 dealerships in the U. S. have closed in the last 6-7 months. During 1979, nearly 600 dealerships went out of business, according to the NADA, compared with a total of 455 closures for the full three years preceding 1979.

(Automotive News census figures show that the domestic industry lost 672 car dealers in 1979 and 402 in the 1976-78 period.)

"The important thing, I think, is not so much the number of dealers that went out during a month," said Wendell H. Miller, NADA first vice president. "It's the rate of acceleration that we're concerned about. It's that, each month, it seems to be more and more. If our problem is not solved, if this thing does not turn around, you'll see an attrition that every month will be to an increasing degree."

In its Economic Crisis Action Plan, the NADA outlined three concessions it seeks from the government and six forms of relief it hopes to receive from the auto makers.

From the government:

1. NADA wants dealer floor-plan and retail auto financing to be exempted from current credit controls, and incentives to be

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breaking news

Subcompact Cadillac reported in works

DETROIT.—Cadillac reportedly will get its own version of General Motors' upcoming J-car, a small, front-drive subcompact that will be sold by Chevrolet and Pontiac, beginning in May, 1981. Some insiders say it may be called LaSalle. It should appear in Cadillac showrooms in late 1981 or early 1982.

Two-seater Chevy on the way

DETROIT.—A new two-passenger Chevrolet will be ready within two to three years, according to General Manager Robert D. Lund. The car will be light and economical and will have a gasoline engine. An electric version is expected for '84.

Ford spends $253 million on U. S. ads

DETROIT.—Ford Motor spent $253 million in U. S. advertising in 1979, up from $210 the previous year, Chairman Philip Caldwell said at the annual meeting. He gave expenditures as TV, $118 million; magazine, $37 million; newspaper, $11 million; radio, $10 million; miscellaneous, $38 million, and special promotions, $39 million. He praised J. Walter

See BREAKING NEWS, Page 39, Col. 1

Auto leaders, Carter to meet

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A White House "auto summit" likely this week is sure to upstage the Senate "auto summit" just completed.

The heads of the four domestic companies plus the head of their union are expected to talk to President Carter and leading White House officials and Cabinet heads to address a broad spectrum of problems faced by the ailing industry.

Just as with the Senate "auto summit" held by Michigan Senator Don Riegle and Ohio Senator Howard Metzenbaum, the White House one will hear about the burden of auto regulation and what can be done; the problem with Japanese imports and what, if anything, should be done; the dealer attrition and credit problem, and, overriding all, problems of capital formation to continue Detroit's turnaround.

After the Senate "auto summit," the two sponsors of the event expressed a determination to do something to help the industry. While there are now no specific bills, there was talk of a package that could be crafted of financial or tax measures.

Twenty Senators—or one-fifth of the Senate — showed up for the breakfast meeting, but there appears to be no consensus about what should be done. All the leaders praised each other.

• Riegle and Metzenbaum spoke of "urgency" as did UAW Chief Douglas Fraser, who is con-

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Volume runs at 86.9 pct. of year-ago

Service Index falls to 19-year low

By Francis J. Gawronski
Service Editor

Service and parts business done by the nation's new - car dealers in March skidded to its lowest level in the 19-year history of the Automotive News Service Index.

Service and parts volume recorded in March amounted to 86.9 percent of the business done in the same month a year ago. The previous low occurred in April, 1961, when the combined service and parts business was 87.2 percent of previous year's volume.

Dealers blame the general economic downturn for the poor showing in March. They contend that "car owners have only so much money to spend and are reluctant to spend it on car repairs and maintenance unless it is an emergency."

Many dealers say the service and parts business will get worse before it gets better.

All indicators used in the Service Index were on the downside in March, led by the number of repair orders written. ROs, which have been on a steady decline, were off 15.9 percent from the year-ago total.

Sales of all parts and accessories dropped 15.8 percent, while shop parts sales (those used on customer - paid and warranty repairs) declined 11.7 percent from the year - earlier figure.

Gross profit on all labor, parts and accessories sales — the most important indicator from the dealers' viewpoint — was down 10.3 percent, while total labor sales (customer - paid and warranty) dipped 9.1 percent.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all parts of the nation.

March's poor showing also affected the year-to-date Service Index, which dropped to 93.6 percent of the business recorded in the same period in 1979. The January - February service and parts business amounted to 95.2 percent of the year-ago figure.

Repair orders written during the three - month period were down 16.3 percent, while sales of all parts and accessories dropped 8.2 percent.

Shop parts sales were down 3.3 percent and gross profit dipped 2.2 percent.

The only indicator showing a gain for the January - March period was labor sales, up 1.0 percent.

SERVICE INDEX
86.9*

	March, '80 vs. March, '79	3 mos., '80 vs. 3 mos., '79
Gross Profit on All Labor and P&A Sales	−10.3%	− 2.2%
Repair Orders Written	−15.9%	−16.3%
Total Labor Sales (Customer & Warranty)	− 9.1%	+ 1.0%
Shop Parts Sales (Customer & Warranty)	−11.7%	− 3.3%
Sales of All P&A	−15.8%	− 8.2%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1980, was 86.9 percent of business in March, 1979. Service business in the three months of 1980 was 93.6 percent of business in the corresponding period in 1979.

Domestics off 29 pct.; imports fall but market share hits peak

April new-car sales plunge 24 pct.

By Jenny L. King
Staff Writer

New-car sales during April plunged 24.78 percent to what has been widely called a "recession level." Both domestic and import sales were down, although imports still had their third best April and reached a record market penetration of 27.19 percent.

Domestic new-car sales dropped close to the 1975 level, which was the lowest April since 1961.

Total sales for the month were 742,607, down 24.78 percent from 987,224 in 1979. Year - to - date sales were 3,253,722, which was 12.68 percent below the 3,726,379 sold the first four months a year ago.

U. S. car makers reported April sales of 540,680, down 29.21 percent from 763,702 last year. On a daily - rate basis sales were down even more — 31.93 percent — with this year's rate of 20,795 based on 26 days, compared with the year-ago rate of 30,548 based on 25 days.

The three major U. S. manufacturers were down, while Volkswagen of America and American Motors were up in April.

General Motors sales dropped 24.74 percent, to 346,812 from 460,828 last year. Ford Motor Co. sales plummeted 40.87 percent, to 113,682 from 192,273, and Chrysler Corp. sold 47,470 new cars, down 42.47 percent from 82,509. Chrysler Corp. was outsold by Datsun, which reported sales of 55,961 for the month.

Where auto market was in April

	Total Sales	Pct. of Total
SUBCOMPACT	113,872	15.34
COMPACT	163,298	21.99
INTERMEDIATE	156,275	21.04
STANDARD	76,866	10.35
LUXURY	30,369	4.09
IMPORT	201,927	27.19
TOTAL	742,607	100.00

Volkswagen Rabbit sales were up 31.35 percent to 17,666 from 13,450 in 1979. American Motors sold 15,050 new cars, up 2.79 percent from 14,642.

• GM earned 64.14 percent of the April domestic market, up from 60.34 percent last year. VWoA increased its share to 3.27 percent from 1.76 percent, and AMC went to 2.78 percent from 1.92 percent of the market.

Meanwhile, Chrysler and Ford both watched their portions shrink to lowest monthly levels so far this year. Chrysler earned 8.78 percent, down from 10.80 percent in 1979, and Ford sales accounted for 21.03 percent, down from 25.18 percent.

Sales of new imported cars in April were down from a year earlier, but by no means weak. Sales totaled 201,927, down 10.69 percent from the record 223,522 in April last year. It was the third best April for imports, topped also by the 1977 tally of 206,400.

But that April, 1977, total was the first time imports topped 200,000 sales in a single month. This latest April was the 13th month of more than 200,000 sales.

A sign of the continuing strength of the import market was its 27.19 percent penetration of U. S. sales, highest for any month in history.

A major reason for the lower total this year is that dealers in many import lines were running out of cars, most notably top-selling Toyota. Toyota sales were down because of inventory shortages, while Datsun ran up its biggest sales month in history to take over first place.

Sales of new imported cars in the first four months were still well ahead of last year's record pace. Sales through April totaled 863,892, up 11.02 percent from 778,108 last year.

• All of the U. S. makes were off in April except VW and AMC. Buick suffered the least, a 9.28-percent drop, while Lincoln absorbed the heaviest blow, a 46.11-percent decline.

At Chrysler Corp., Plymouth sales were down 43.74 percent; Dodge was off 42.49 percent, and Chrysler was down 40.39 percent.

Ford dropped 40.08 percent; Mercury skidded 42.18 percent, and Lincoln was down 46.11 percent.

Following Buick's 9.28-percent

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DOMESTIC CAR SALES

	April 21 to April 30, 1980	Same Period, 1979	April, 1980	Same Month, 1979	Jan. 1 to April 30, 1980	Same Period, 1979
Spirit/Gremlin	.....	.....	5,142	4,917	19,788	14,206
Concord/Hornet	.....	.....	7,313	8,838	23,979	26,385
Pacer	.....	.....	212	887	1,119	2,909
Eagle	.....	.....	2,383	.....	11,097	.....
AMERICAN MOTORS*	5,000	3,800	15,050	14,642	55,983	43,500
Horizon	3,222	4,796	8,832	12,823	52,108	66,666
Volare	2,600	6,968	6,538	16,147	30,432	56,960
Voyager	.....	321	.....	784	.....	3,431
Fury	.....	119	.....	322	.....	1,747
Plymouth	508	.....	1,550	.....	5,307	.....
Total Plymouth	.....	12,204	16,920	30,076	87,757	128,804
LeBaron	2,249	3,566	5,672	7,970	24,507	31,349
Cordoba	1,535	1,521	3,636	3,604	17,274	17,455
Chrysler	947	2,817	1,944	7,302	12,156	31,652
Total Chrysler	.....	7,904	11,252	18,876	53,977	80,456
Omni	2,584	3,989	7,572	10,687	42,444	55,021
Aspen	1,929	5,272	4,483	11,621	22,172	38,632
Sportsman	.....	1,003	.....	2,523	.....	10,894
Diplomat	1,210	1,778	2,872	3,988	12,066	14,373
Monaco	.....	105	.....	305	.....	1,673
Mirada/Magnum	992	687	2,437	1,753	10,774	7,638
Dodge	623	1,133	1,884	2,680	7,017	9,431
Total Dodge	.....	13,967	19,298	33,557	94,473	137,662
CHRYSLER CORP.	18,399	34,075	47,470	82,509	236,207	346,922
Pinto	4,462	7,020	11,878	20,181	51,946	75,391
Mustang	7,572	11,251	20,778	31,202	86,663	107,571
Fairmont	9,189	10,580	24,863	29,254	115,908	113,993
Club Wagon	.....	2,127	.....	4,962	.....	16,150
Granada	2,100	5,302	5,564	13,848	25,307	52,807
LTD II	113	969	350	2,695	1,716	15,245
Thunderbird	2,396	5,617	7,276	15,527	60,157	70,638
Ford	4,433	8,612	12,956	21,959	52,432	95,835
Ford Division	30,265	51,478	83,665	139,628	394,129	547,630
Bobcat	1,012	1,413	2,752	3,991	11,353	17,953
Zephyr	2,529	3,147	6,943	8,127	33,939	35,522
Monarch	626	1,889	1,942	5,052	9,471	21,575
Cougar	.....	80	.....	206	.....	2,669
XR-7	1,241	3,403	3,168	8,881	24,563	42,888
Capri	1,859	3,111	5,478	8,689	23,648	33,906
Mercury	1,422	2,748	3,960	6,975	19,431	34,474
Total Mercury	8,689	15,791	24,243	41,930	122,405	188,987
Versailles	151	389	431	1,071	2,105	5,140
Lincoln	919	2,205	2,591	5,573	10,424	27,501
Mark VI	1,052	1,622	2,752	4,071	13,005	19,961
Total Lincoln	2,122	4,216	5,774	10,715	25,534	52,602
L-M Division	10,811	20,007	30,017	52,645	147,939	241,589
FORD MOTOR	41,076	71,485	113,682	192,273	542,068	789,219
Skyhawk	266	623	645	1,720	3,452	6,504
Skylark	6,311	5,161	15,138	13,223	61,478	26,366
Century	5,911	1,571	13,316	3,972	48,379	18,689
Regal	6,208	9,438	15,413	24,076	62,879	90,940
LeSabre	2,955	3,773	7,107	11,119	32,244	50,113
Electra	1,999	1,718	4,443	6,129	19,770	32,264
Riviera	1,306	1,714	3,010	4,876	13,596	22,407
Buick Division	24,956	23,998	59,072	65,115	241,798	247,283
Seville	901	1,062	2,792	3,458	13,423	16,305
Cadillac	3,210	5,863	8,944	17,872	45,229	74,879
Eldorado	1,207	2,179	3,904	6,459	17,173	25,460
Cadillac Division	5,318	9,104	15,640	27,789	75,825	116,644
Chevette	11,476	13,911	33,274	36,265	149,179	125,193
Monza	4,662	4,825	12,631	14,060	51,760	56,687
Citation/Nova	13,513	19,686	33,818	31,602	139,575	65,344
Sportvan	.....	1,061	.....	2,898	.....	11,843
Camaro	3,840	7,792	10,461	20,344	43,299	85,520
Malibu	9,303	12,003	22,922	32,264	93,281	125,374
Monte Carlo	4,924	8,392	12,825	25,666	56,984	93,211
Chevrolet	6,265	15,012	17,099	39,673	110,565	168,134
Corvette	1,253	1,255	3,183	3,242	12,794	13,276
Chevrolet Division	55,236	83,937	146,213	206,014	657,437	744,582
Starfire	225	644	570	1,739	3,866	7,186
Omega	3,277	2,826	7,881	4,704	30,895	10,960
Cutlass	7,900	3,579	19,404	8,559	75,028	32,739
Supreme	8,858	15,769	22,595	39,296	88,879	139,345
Olds 88	4,728	8,774	11,699	22,001	54,460	87,915
Olds 98	2,043	3,163	5,091	8,183	24,238	34,711
Toronado	977	2,021	2,762	5,265	13,343	20,379
Oldsmobile Division	28,008	36,776	70,002	89,747	290,709	333,235
Sunbird	3,506	2,780	12,910	8,320	48,547	32,961
Phoenix	2,852	4,337	8,571	8,548	35,146	18,437
Firebird	3,221	5,358	8,438	15,812	31,932	64,242
LeMans	3,173	3,863	7,012	10,605	29,145	40,677
Grand Prix	4,000	5,025	9,821	14,687	39,065	58,419
Pontiac	3,625	4,585	9,133	14,191	40,260	57,859
Pontiac Division	20,377	25,948	55,885	72,163	224,095	272,595
GENERAL MOTORS	133,895	179,763	346,812	460,828	1,489,864	1,714,339
VOLKSWAGEN	8,707	4,652	17,666	13,540	65,708	54,291
INDUSTRY TOTALS	207,079	293,775	540,680	763,702	2,389,830	2,948,271
IMPORT TOTAL	.....	.....	201,927	223,522	863,892	778,108
U. S. TOTAL	.....	.....	742,607	937,224	3,253,722	3,726,379

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

IMPORTED CAR SALES

	April 1980	Same month, 1979	Four months, 1980	Same period, 1979
Alfa Romeo	282	409	1,029	1,305
Arrow	5,582	5,987	27,396	17,555
Audi	3,125	3,112	15,221	14,924
BMW	2,632	2,864	12,296	11,000
Challenger	1,138	1,302	5,534	5,626
Colt	4,488	7,317	25,421	21,330
Datsun	55,961	44,969	196,129	150,076
Fiat	4,681	6,333	16,779	20,021
Fiesta	5,651	6,972	26,963	25,057
Honda	30,228	35,186	121,641	128,122
Jaguar	180	407	949	1,496
Lancia	231	177	862	624
Mazda	10,084	14,430	48,245	45,452
Mercedes-Benz	3,789	4,946	17,739	18,116
MG	862	3,404	3,402	7,733
Opel	.....	1,645	.....	6,313
Peugeot	1,043	1,523	4,511	4,132
Porsche	737	1,324	3,975	4,542
Renault	2,189	1,367	8,417	5,408
Saab	1,113	1,403	4,817	5,362
Sapporo	930	1,204	4,252	4,559
Subaru	11,547	10,571	48,496	42,990
Toyota	43,846	46,685	217,922	153,869
Triumph	857	1,329	3,215	3,738
Volkswagen	6,724	13,672	28,974	58,922
Volvo	4,027	4,984	19,707	19,836
TOTAL	201,927	223,522	863,892	778,108

Imports down too as April sales plunge 24 pct.

Continued from Page 4

dip at GM were Oldsmobile, down 22.00 percent; Pontiac, down 22.56 percent; Chevrolet, down 29.03 percent, and Cadillac, down 43.72 percent.

Top-selling U. S. nameplates lined up behind the number-one seller, Chevrolet Citation, which enjoyed April sales of 33,818 units. Chevrolet Chevette was second at 33,274, followed by Ford Fairmont at 24,863, Chevrolet Malibu at 22,922 and Oldsmobile Cutlass Supreme at 22,595.

A year ago, the top five were standard Chevrolet, Oldsmobile Cutlass Supreme, Chevrolet Chevette, Chevrolet Malibu and Chevrolet Nova/Citation.

• Of the domestic market alone, 21.06 percent of sales were subcompact models, with Chevette easily outselling its competitors. Compacts took 30.20 percent of the market, and Citation was number one. Intermediates accounted for 28.90 percent; Malibu was top-seller. Standard-size models were at 14.22 percent and full-size Chevrolet sold best. Luxury cars earned 5.62 percent of the market, headed by Cadillac.

Of the total U. S. market, imports earned their largest share ever, 27.19 percent. Small cars, including domestic subcompacts and compacts plus imports, accounted for 64.52 percent of the April market. Intermediates took 21.04 percent, standards were down to 10.35 percent and luxury models were at 4.09 percent.

Japanese - made imports accounted for 81.12 percent of all April imports, and 22.06 percent of the total market. A year ago, Japanese cars represented 75.00 percent of the import market and 16.98 percent of the U. S. market.

Domestic sales for the third period of April were 207,079, down 29.51 percent from 293,775 last year and nearly a carbon copy of April 21-30, 1975, sales of 207,759. On a daily rate basis sales were down 37.34 percent, to 23,009 from 36,722 last year.

Domestic year - to - date sales totaled 2,389,830, down 18.94 percent from 2,948,271.

Registrations short of 700,000

By Richard A. Wright
Assistant Managing Editor

The recession sweeping the auto industry this year is apparently not operating among imported-car buyers. While total U. S. new-car registrations were down in February, registrations of new imports set a record for the fifth consecutive month, according to figures compiled by R. L. Polk & Co.

Tables on Page 33.

New-car registrations in February totaled 698,413, down 8.42 percent from 762,610 a year earlier. It was the first time in four years registrations in any month have fallen below 700,000. The last time was February, 1976, when registrations totaled 634,481. The February record is 842,-

Continued on Page 12, Col. 2

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1980	Percent Share of Market	Regis., Feb., 1979	Percent Share of Market	Pct. Pt. Change 80 vs. '79	Regis., 2 mos., 1980	Percent Share of Market	Regis., 2 mos., 1979	Percent Share of Market	Pct. Pt. Change 80 vs. '79
Chevrolet	147,408	21.11	152,514	20.00	— 1.11	301,032	20.79	306,131	20.19	+ 0.60
Ford	82,235	11.77	117,789	15.44	— 3.67	174,331	12.04	241,530	15.93	— 3.89
Oldsmobile	60,333	8.64	68,084	8.93	— 0.29	124,517	8.60	138,277	9.12	— 0.52
Buick	52,877	7.57	50,259	6.59	+ 0.98	109,073	7.53	101,055	6.66	+ 0.87
Pontiac	48,135	6.89	58,953	7.73	— 0.84	100,616	6.95	118,171	7.79	— 0.55
Mercury	26,596	3.81	41,542	5.45	— 1.64	57,520	3.97	82,674	5.45	— 1.48
Dodge	19,771	2.83	30,259	3.97	— 1.14	39,955	2.76	59,438	3.92	— 1.16
Plymouth	18,949	2.72	27,508	3.61	— 0.89	37,495	2.59	51,145	3.37	— 0.78
Cadillac	18,340	2.62	25,710	3.37	— 0.75	42,178	2.91	54,128	3.57	— 0.66
AMC	12,319	1.76	8,393	1.10	+ 0.66	26,530	1.83	16,549	1.09	+ 0.74
Chrysler	11,049	1.58	18,727	2.45	— 0.87	23,592	1.63	38,556	2.54	— 0.91
Lincoln	5,918	0.85	12,400	1.63	— 0.78	15,213	1.05	26,154	1.73	— 0.68
GENERAL MOTORS	327,093	46.83	355,520	46.62	+ 0.21	677,416	46.79	717,762	47.33	— 0.55
FORD MOTOR CO.	114,749	16.43	171,731	22.52	— 6.09	247,064	17.06	350,358	23.11	— 6.05
CHRYSLER CORP.	49,769	7.13	76,494	10.03	— 2.90	101,042	6.98	149,139	9.83	— 2.85
AMERICAN MOTORS	12,319	1.76	8,393	1.10	+ 0.66	26,530	1.83	16,549	1.09	+ 0.74
IMPORTS	194,299	27.82	150,154	19.69	+ 8.13	395,387	27.31	282,059	18.60	+ 8.71
MISCELLANEOUS	184	0.03	318	0.04	— 0.01	510	0.04	627	0.04	
TOTAL	698,413		762,610			1,447,718		1,516,494		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Kansas, Maine and Hawaii.

Dee celebrates

Leonard W. Dee, left, Dee Motor Co., Anaconda, Mont., is presented with a 25-year plaque award from Oldsmobile by Minneapolis Zone Manager Larry P. Tierney.

But imports set another record

Registrations short of 700,000

Continued from Page 8

857, set in 1973.

But the loss was not shared equally. Registrations of new imports totaled a record 194,299, up 29.40 percent from the previous high mark for the month of 150,154 a year earlier, while domestic registrations of 504,114 were down 17.69 percent from 612,456 a year earlier.

For the first two months of 1980, new-car registrations totaled 1,447,718, down 4.54 percent from 1,516,494 last year.

The brightest spot on the domestic scene was American Motors, which for the fifth straight month improved its market share in February compared with a year earlier. AMC took 1.76 percent of the total, up 0.66 of a percentage point. General Motors was also up, taking 46.83 percent of the market, a gain of 0.21 of a point.

But Ford Motor Co. and Chrysler Corp. lost hefty slices of the registration pie to the voracious appetite of the imports, which gobbled 27.82 percent of the market—a record for any month—up 8.13 points from February last year.

Biggest loser was Ford Motor Co., which saw its share plummet 6.09 points from a year earlier to 16.43 percent in February. Chrysler Corp. accounted for 7.13 percent of the market, down 2.90 points. Miscellaneous domestic had 0.03 percent.

Excluding imports, domestic-only registrations in February were divided this way: GM, 64.89 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 9.87 percent; AMC, 2.44 percent, and miscellaneous 0.04 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 58.05 percent; Ford Motor Co., 28.04 percent; Chrysler Corp., 12.49 percent; AMC, 1.37 percent, and miscellaneous, 0.05 percent.

By size segments, February registrations compared with a year earlier show clearly the trend — imports, subcompacts and compacts were up, standards, intermediates and luxury models were down.

While imports were carving out their record 27.82 percent share, domestic subcompacts accounted for 13.58 percent of February registrations, up 1.24 points from a year earlier, and compacts were up 1.00 point to 20.70 percent.

Standards lost the most ground, down 6.08 points to 12.44 percent. The intermediate segment dropped 2.34 points to 20.71 percent and luxury was off 1.72 points to 4.75 percent.

Registrations by size class in February were: Subcompact, 94,843; compact, 144,542; intermediate, 144,635; standard, 86,898; luxury, 33,196, and import, 194,299.

In the top 20 nameplate rankings, Chevrolet shuffled its one-two-three punch as Citation moved into second place ahead of standard Chevrolet, while Chevette held onto the top spot it seized in January.

Chevrolet Monza and Buick Century moved into the top 20, displacing larger cousins standard Pontiac and Grand Prix, two perennial denizens of the top 20.

The top 20 domestic nameplates in registrations in February were:

1—Chevrolet Chevette	32,137
2—Chevrolet Citation	30,017
3—Standard Chevrolet	29,789
4—Ford Fairmont	22,521
5—Chevrolet Malibu	18,926
6—Olds Cutlass Supreme	18,594
7—Ford Mustang	17,977
8—Standard Oldsmobile	16,883
9—Oldsmobile Cutlass	14,636
10—Buick Regal	13,779
11—Ford Thunderbird	13,560
12—Buick Skylark	13,032
13—Chevrolet Monte Carlo	12,866
14—Standard Buick	12,138
15—Ford Pinto	11,910
16—Plymouth Horizon	11,793
17—Cadillac	11,270
18—Chevrolet Monza	11,126
19—Standard Ford	9,887
20—Buick Century	9,858

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
FEBRUARY, '80 VS. FEBRUARY, '79

	1980 FEBRUARY	1980 YEAR	1979 FEBRUARY	1979 YEAR
AMX Spirit/AMX	4,724	9,155	2,615	5,214
Concord	3,527	8,078	3,886	7,439
Concord Station Wagon	1,090	2,613	1,070	2,184
Eagle 4 WD	1,195	2,652		
Eagle Station Wagon	1,463	3,305		
Pacer	93	216	248	522
Pacer Station Wagon	227	511	476	976
Matador			65	143
Matador Station Wagon			33	71
Total American Motors Corp.	12,319	26,530	8,393	16,549
Chrysler LeBaron	4,126	8,569	6,346	13,445
LeBaron Station Wagon	654	1,301	1,146	2,477
Cordoba	3,269	7,491	5,181	10,647
Newport	1,177	2,508	3,402	6,698
New Yorker	1,823	3,723	2,652	5,289
Total	11,049	23,592	18,727	38,556
Plymouth Horizon	11,793	22,667	15,004	26,045
Voyager			886	1,612
Volare	5,196	10,733	8,303	16,526
Volare Station Wagon	1,473	2,977	2,711	5,667
Fury			585	1,240
Fury Station Wagon			19	55
Gran Fury	487	887		
Total	18,949	37,495	27,500	51,145
Dodge Omni	9,549	18,266	12,512	21,998
Aspen	3,864	8,723	5,222	11,471
Aspen Station Wagon	962	2,202	2,120	4,442
Sportsman			2,755	5,120
Monaco			617	1,226
Monaco Station Wagon			24	48
Diplomat	1,771	3,707	2,965	6,813
Diplomat Station Wagon	315	657	571	1,167
Magnum XE/Mirada	2,126	4,162	2,218	4,688
St. Regis	1,184	2,238	1,255	2,465
Total	19,771	39,955	30,259	59,438
Total Chrysler Corp.	49,769	101,042	76,494	149,139
Ford Pinto	9,353	19,258	10,679	20,387
Pinto Station Wagon	2,557	5,728	4,334	8,287
Fairmont	17,372	35,891	17,432	35,209
Fairmont Station Wagon	5,149	10,475	6,179	12,591
Granada	5,912	13,386	11,862	24,790
Club Wagon			3,279	6,932
LTD II	468	1,111	3,714	8,650
LTD	6,611	15,988	18,793	39,855
LTD Crown Victoria	1,279	3,016		
Ford Station Wagon	1,997	4,831	4,734	9,984
Mustang	17,977	37,335	20,895	41,845
Thunderbird	13,560	27,312	15,888	33,000
Total	82,235	174,331	117,789	241,530
Lincoln Continental	2,381	5,992	6,376	13,224
Continental Mark	3,063	8,093	4,845	10,310
Versailles	474	1,128	1,179	2,620
Total	5,918	15,213	12,400	26,154
Mercury Bobcat	2,243	4,475	3,076	5,309
Bobcat Station Wagon	448	998	806	1,483
Zephyr	5,584	11,496	6,112	12,322
Zephyr Station Wagon	1,345	2,504	1,559	2,962
Monarch	2,195	5,332	4,336	9,249
Marquis	952	2,482	2,272	4,433
Marquis Brougham	914	2,306	1,948	4,007
Grand Marquis	1,419	3,357	2,809	5,555
Marquis Station Wagon	582	1,412	1,268	2,584
Cougar/XR7	5,943	12,672	10,741	22,080
Capri	4,971	10,486	6,615	12,690
Total	26,596	57,520	41,542	82,674
Lincoln-Mercury Division	32,514	72,733	53,942	108,828

	1980 FEBRUARY	1980 YEAR	1979 FEBRUARY	1979 YEAR
Total Ford Motor Co.	114,749	247,064	171,731	350,358
Buick Skyhawk	882	1,827	1,226	2,387
Skylark	13,032	25,689	4,038	8,139
Century	8,685	16,515	2,076	4,261
Regal	13,779	28,788	18,341	36,442
Century Station Wagon	1,173	2,647	2,016	4,008
LeSabre	2,015	4,018	2,289	4,475
LeSabre Limited	4,543	9,832	7,002	14,820
Electra 225	4,674	10,835	7,599	15,469
Buick Station Wagon	906	1,913	1,301	2,813
Riviera	3,188	7,009	4,371	8,241
Total	52,877	109,073	50,259	101,055
Cadillac deVille	8,738	20,468	13,589	29,393
Fleetwood & Chassis	2,532	5,813	3,172	6,605
Eldorado	3,871	8,369	5,058	9,797
Seville	3,199	7,528	3,891	8,333
Total	18,340	42,178	25,710	54,128
Chevrolet Chevette	32,137	63,799	24,569	44,851
Camaro	9,831	20,697	18,364	36,676
Monza	11,053	21,399	9,682	18,900
Monza Station Wagon	73	202	1,675	3,338
Citation	30,017	60,659	10,461	23,254
Sportvan			2,469	4,979
Malibu	14,262	30,059	18,728	37,784
Malibu Station Wagon	4,664	10,164	7,364	14,565
Monte Carlo	12,866	28,015	19,273	39,446
Impala	9,167	18,598	12,980	26,332
Caprice	13,958	28,563	15,920	33,703
Chevrolet Station Wagon	6,664	13,359	8,150	16,384
Corvette	2,716	5,598	2,870	5,919
Total	147,408	301,032	152,514	306,131
Oldsmobile Starfire	1,060	2,165	1,451	2,739
Omega	6,126	11,373	2,032	4,055
Cutlass Salon	12,285	24,099	3,777	7,619
Cutlass Supreme/Calais	18,594	39,042	28,050	57,964
Cutlass Station Wagon	2,351	4,854	3,419	6,823
Delta 88	1,553	3,248	2,601	5,322
Delta 88 Royale	8,689	18,163	12,970	25,372
98	5,003	11,386	7,826	16,426
Oldsmobile Station Wagon	1,638	3,747	2,026	4,402
Toronado	3,034	6,440	3,932	7,555
Total	60,333	124,517	68,084	138,277
Pontiac Sunbird	8,961	16,442	6,150	11,681
Sunbird Station Wagon	10	30	357	682
Phoenix	7,009	14,343	3,186	6,135
LeMans	4,666	9,605	6,531	13,081
LeMans Station Wagon	2,201	4,575	2,473	4,770
Catalina	1,263	2,704	2,082	4,364
Bonneville	3,779	8,395	6,394	12,793
Bonneville Brougham	3,144	6,696	3,063	6,390
Pontiac Station Wagon	1,293	2,766	1,969	4,003
Grand Prix	8,770	19,638	13,626	27,894
Firebird	7,039	15,422	13,122	26,378
Total	48,135	100,616	58,953	118,171
Total General Motors	327,093	677,416	355,520	717,762
(Checker)	165	445	287	572
Miscellaneous Domestic Total	184	510	318	627
Domestic Station Wagon Total	39,235	83,781	67,189	135,409
Domestic Grand Total	504,114	1,052,331	612,456	1,234,435
Import Total	194,299	395,387	150,154	282,059
Grand Total All Registrations	698,413	1,447,718	762,610	1,516,494

Registrations not available for Oklahoma.

TOP CARS

U. S. new-car registrations for the first two months of 1980. Registrations not available for Oklahoma, delayed for Kansas, Maine and Hawaii.

1980 Pos.		Make	1979 Pos.
1—	301,032	Chevrolet	306,131— 1
2—	174,331	Ford	241,530— 2
3—	124,517	Oldsmobile	138,277— 3
4—	109,073	Buick	101,055— 5
5—	100,616	Pontiac	118,171— 4
6—	94,560	Toyota	48,288—10
7—	82,119	Datsun	46,726—11
8—	57,520	Mercury	92,674— 6
9—	53,801	Honda	43,830—13
10—	42,178	Cadillac	54,128— 8
11—	39,955	Dodge	59,438— 7
12—	37,495	Plymouth	51,145— 9
13—	34,454	Volkswagen	44,727—12
14—	26,530	AMC	16,549—16
15—	25,525	Mazda	14,117—17
16—	23,592	Chrysler	38,556—14
17—	19,108	Subaru	11,894—18
18—	15,213	Lincoln	26,154—15
19—	12,438	Fiesta	9,528—19
20—	11,869	Colt	——
21—	11,767	Arrow	——
22—	8,534	Mercedes	7,284—21
	——	Volvo	7,369—20
	——	Fiat	6,919—22
	41,212	Other Imports	41,577
	510	Misc. Dom.	627
		Total All Makes	
	1,447,718		1,516,494

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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factories list auction dates

American Motors

May 13—Ohio Auto Auction, Columbus, O.

May 14—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 16—Concord Auto Auction, Hosmer St., Acton, Mass.

May 20—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

May 21—Big D Auto Auction, W. Hwy. 80, Dallas; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

May 22—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

May 27—Ohio Auto Auction, Columbus, O.

May 28—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 30—Concord Auto Auction, 824 S. Taft, Mason City, Ia.

AMC sales are open to all dealers.

B.A.E. turbo certified for Rabbit and pickup

TORRANCE, Calif. — B.A.E.'s new turbocharger system for diesel-powered Volkswagen Rabbits and the VW pickup has been certified to EPA standards.

The B.A.E. Rabbit diesel system is now certified for use in all states except California.

Chrysler Corp.

May 12—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

May 13—Hateld Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

May 14 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

May 15—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

May 16—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

May 19—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

May 20—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

May 21—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

May 22—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 23—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

May 26—Clanton's Auto Auction, 1027 Pearl, Darlington, S.C.

May 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago, Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

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May 30—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

May 13—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

May 14—Dallas Auto Auction, 4226 E. Main, Dallas; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 21 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

May 22 — Big H Auto Auction, 701 N. Shepherd Dr., Houston; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

May 28—Northway Exchange, Rte. 146, Clifton Park, N. Y.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

May 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Used car sales
Auction averages

May to date	$3,116
Month ago	$3,133
Year ago	$3,130

Model breakdown
Auction averages

	May To Date	April	March
1980	$6,217	$6,322	$6,799
1979	4,545	4,940	5,108
1978	3,372	3,441	3,533
1977	2,579	2,642	2,691
1976	2,023	2,052	2,069
1975	1,596	1,737	1,769
1974	1,164	1,234	1,375
1973	929	1,037	991
Overall Average	$3,116	$3,102	$3,112

But AMC and VWoA show gains

April car output lowest since 1961

By Michele Raquepau
Staff Writer

April auto production by U. S. makers of 580,856 is the lowest for the month since April of 1961.

Compared with the 745,070 assembled in April of 1979, last month's total fell 22.04 percent.

In each of the first four months of 1980, the Big Three auto makers have had lower monthly production totals than in the comparable 1979 months. Only American Motors and Volkswagen of America have increased production each month over 1979 output.

AMC assembled 15,981 units in April, a 26.03-percent increase over the 12,680 produced in April last year. VWoA built 21,216 Rabbits last month, up 88.49 percent from the 11,256 assembled in April, 1979.

Ford Motor Co. produced 125,216 cars in April, down 38.48 percent from the 203,526 of last April. Chrysler Corp.'s 49,947, was a 20.06-percent drop from 62,482 last year.

General Motors built 368,185 autos, a decline of 19.04 percent from the 454,776 assembled in April, 1979. Checker Motors produced 311 units, down 11.14 percent from 350.

Auto production last week totaled 123,551, down 3.93 percent from the 128,610 assembled the previous week, and 42.45 percent from the 214,701 built in the comparable 1979 week.

Year-to-date car output of 2,550,465 is a drop of 27.39 percent from the 3,512,452 produced by this date in 1979.

AMC's Kenosha plant will be down for one week beginning today (May 12). The closing idles 8,500 workers temporarily.

All Chrysler assembly plants are scheduled to work regular schedules this week.

VWoA is working one hour of overtime Monday through Thursday this week on both shifts.

The Checker plant in Kalamazoo was down last week. Checker plans to work a regular schedule this week.

GM will cut operations at 10 plants beginning today (May 12).

Lansing and the companion Fisher Body point will close today for one week, as will Norwood and Van Nuys.

Closing today for two weeks are all car assembly operations at Janesville.

The Flint plant and the companion Fisher Body point and the Fairfax plant will be down again this week for the second of two weeks.

Downtime has been extended at Pontiac and the companion Fisher Body point from two weeks to four. Pontiac, which should have reopened today, will resume operations on May 26.

Truck output still dismal; April trails '79 by 48 pct.

Truck production in April of 131,018 fell 48.84 percent from the 256,090 assembled in April, 1979.

The miscellaneous truck makers, with 3,960, were the only companies to show production increases this April over last. They increased output by 12.18 percent over the 3,530 of April, 1979.

AM Corp. built 493 trucks in April, down 75.73 percent from the 3,530 produced in April last year. Ford Motor Co. assembled 49,749 units, down 50 percent from the 99,510 of April, 1979.

Chevrolet and GMC produced 48,527, a drop of 52.77 percent from the 102,755 of April last year. Jeep production of 7,301 fell 43.70 percent from the 12,967 of the month last year.

Chrysler Corp.'s April output of 12,505 was a 39.41 percent decline from the 20,638 of last April.

Mack built 2,141 last month, down 22.65 percent from the 2,768 of April, 1979. And White assembled 526 units, an 18.95 percent drop from the 649 of last April.

The 3,029 Volkswagen of America trucks built in April have no comparison figure for 1979.

International resumed production three weeks ago. International had been closed since Nov. 1, 1979, because of a strike.

Last week's truck output of 23,045 fell 46.05 percent from the previous week's 42,717, and dropped 72.40 percent from the 83,504 assembled in the comparable 1979 week.

All Chrysler assembly plants are planning to work regular schedules this week. International will also work a regular schedule this week.

VWoA is working one hour of overtime Monday through Thursday on both shifts this week.

The Jeep Toledo plant closed last Monday for three weeks.

GM's St. Louis, and Janesville plants and the Lordstown van line will close today (May 12) for two weeks. The Chevrolet Flint truck line No. 1 will also close today for one week.

Canadian cars down for April; week shows gain

Canadian auto production in April of 76,546 declined 4.40 percent from the 80,071 produced in April of 1979.

General Motors and Volvo showed production increases this April over last, but Chrysler Corp. and Ford Motor Co. had output declines in April compared with 1979.

GM assembled 49,936 units, a rise of 9.94 percent over the 45,423 of April, 1979. Volvo built 945 cars, up 31.80 percent from the 717 of last April.

Chrysler built 1,936 autos, down 79.80 percent from the 9,584 of the month last year. And Ford assembled 23,729, a drop of 2.54 percent from the 24,347 of April, 1979.

Last week's car output of 22,943 rose 33.34 percent over the 17,207 of the previous week and increased 8.87 percent over the 21,073 of the comparable 1979 week.

Year-to-date auto production of 331,734 is a 20.40 percent decline from the 416,771 assembled by this date in 1979.

April truck production in Canada of 49,309 fell 13.76 percent from the 57,177 of April, 1979.

Only Chrysler and GM showed production increases last month over April, 1979, output.

Truck production last week of 12,409 rose 10.27 percent over the 11,253 of the previous week, but fell 26.36 percent from the 16,850 of the comparable 1979 week.

Year-to-date output of 212,460 is a drop of 27.11 percent from the 291,485 assembled by this date in 1979.

Although all GM plants are planning to work regular schedules this week, the company's Oshawa car and truck plant will be down the week beginning May 26. GM's Scarborough van plant will close May 26 for three weeks.

The AMC Jeep plant in Brampton is scheduled to resume work on a regular schedule beginning today (May 12).

All Chrysler plants are scheduled to work regular hours this week.

U. S. CAR PRODUCTION

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
AMERICAN MOTORS	2,978*	3,050*	2,978*	15,981	45,708*	71,497*
Eagle				1,461		
Concord				7,586		
'78 AMX						
Pacer						
Spirit				6,934		
CHRYSLER CORP.	16,100	24,104	16,294	49,947	346,293	241,533
Plymouth Total	7,200	9,549	7,101	23,736	138,471	110,923
Horizon	3,300	3,462	3,238	13,761	62,511	59,513
Volare	2,950	5,805	2,862	7,940	73,180	40,487
'80 Gran Fury	500		599	1,620		8,639
Caravelle	450	282	402	415	2,780	2,284
Chrysler Total	2,400	5,361	2,417	5,467	71,424	31,201
Chrysler	500	2,003	560	2,402	31,116	7,856
LeBaron	1,900	3,358	1,857	3,065	40,308	23,345
Dodge Total	6,500	9,194	6,776	20,744	136,398	99,409
Omni	2,800	3,338	2,882	11,943	55,506	53,050
St. Regis	450	852	474	1,217	11,459	6,952
Diplomat	1,000	1,221	1,179	1,713	20,125	10,487
Aspen	2,250	3,783	2,241	5,871	49,308	28,920
FORD MOTOR	24,197	58,514	20,363	125,216	924,036	505,865
Ford Division	17,058	38,869	16,169	92,799	581,300	367,681
Pinto	3,455	3,892	3,242	14,398	69,601	38,676
Mustang II/Mustang	3,801	8,364	6,457	26,764	146,417	101,142
Fairmont	6,453	5,287	6,470	27,548	64,821	103,575
Granada	3,349	4,732		5,839	62,682	29,633
LTD II		1,036			17,638	
Thunderbird		7,844		12,521	129,740	58,317
Ford		7,714		5,729	90,401	36,338
L-M Division	7,139	19,645	4,194	32,417	342,736	138,184
Mercury Total	5,623	15,501	4,194	29,160	260,219	123,524
Bobcat	544	1,164	777	2,609	18,003	8,187
Capri	1,655	2,597	1,282	6,846	43,138	29,341
Zephyr	2,187	2,015	2,135	8,850	25,230	34,333
Monarch	1,237	2,218		1,561	32,717	9,030
Cougar/XR7		4,449		5,178	82,315	20,978
Mercury		3,058		4,116	58,816	21,655
Lincoln Total	1,516	4,144		3,257	82,517	14,660
Lincoln	613	2,129		1,357	40,979	5,439
Versailles	214	273		279	8,064	1,657
Mark VI	689	1,742		1,621	33,474	7,564
GENERAL MOTORS	75,382	125,470	84,448	368,185	2,137,761	1,655,457
Buick Division	14,206	19,734	16,890	75,252	317,902	325,922
Skyhawk		558			9,192	
Skylark/'79-'80	4,931	2,453	4,173	19,410	21,492	87,133
Century	4,411	1,278	4,505	18,371	20,758	70,685
Regal	3,709	6,694	3,680	21,142	110,536	82,821
Buick		7,185	3,475	13,788	128,301	65,370
Riviera	1,155	1,566	1,057	2,541	27,623	19,913
Cadillac Division	1,700	9,372	3,643	12,002	169,810	87,181
Seville	675	1,166	500	1,256	21,876	16,079
Cadillac		6,304	2,039	7,646	112,146	48,699
Eldorado	1,025	1,902	1,104	3,100	35,788	22,403
Chevrolet Division	36,516	52,611	33,898	148,041	902,140	689,434
Chevette	9,096	9,635	8,755	37,812	140,585	170,164
Monza	3,590	4,025	3,754	15,607	57,461	61,133
Camaro	3,960	6,246	3,721	12,376	115,206	53,833
Nova/Citation	10,535	6,752	8,782	41,224	68,386	178,471
Malibu	4,905	9,161	4,197	25,775	164,311	103,803
Monte Carlo	1,230	4,079	1,553	9,503	111,043	47,938
Chevrolet	2,400	11,720	2,337	2,324	226,982	56,792
Corvette	300	993	799	3,420	18,166	17,300
Oldsmobile Division	13,752	26,332	21,099	81,320	438,411	322,546
Starfire		515			8,003	
Omega/'79-'80	2,622	1,073	2,677	10,469	10,088	46,145
Cutlass	10,305	13,336	11,168	47,890	212,930	157,242
Oldsmobile		10,027	6,390	20,642	180,139	101,828
Toronado	825	1,381	864	2,319	27,251	17,331
Pontiac Division	9,208	17,421	8,918	51,570	309,498	230,374
Acadian†	680	237	610	2,631	8,250	9,774
Sunbird	2,810	2,590	2,957	13,072	37,372	56,256
Phoenix/'79-'80	3,238	1,762	2,846	12,886	19,874	51,267
Firebird	1,800	4,607	1,731	7,549	86,593	36,619
LeMans	680	1,947	447	5,774	40,593	22,007
Grand Prix		2,425		4,449	40,599	23,968
Pontiac		3,853	327	5,209	76,217	30,483
VOLKSWAGEN	4,809	3,466	4,527	21,216	56,987	74,952
CHECKER	85*	97		311	1,667	1,161
Total Cars, N. S.	123,551	214,701	128,610	580,856	3,512,452	2,550,465

CANADIAN CAR PRODUCTION

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
CHRYSLER CORP.	3,200			1,936	53,221	26,201
FORD MOTOR	7,550	8,017	4,997	23,729	124,399	94,429
GENERAL MOTORS	11,968	12,876	11,985	49,936	235,806	206,954
VOLVO	225	180	225	945	3,345	4,150
Total Cars, Canada	22,943	21,073	17,207	76,546	416,771	331,734
N. American Cars	146,494	235,774	145,817	657,402	3,929,223	2,882,199
N. American Trucks	35,454	100,354	53,970	180,327	1,768,375	877,774
North American Cars and Trucks	181,948	336,128	199,787	837,729	5,697,598	3,759,973

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated

TRUCK PRODUCTION IN U. S.†

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
CHEVROLET	8,332	25,759	10,770	33,018	456,618	217,364
DODGE/PLYMOUTH	3,800	10,349	3,788	12,505	190,631	54,726
FORD	2,271	29,001	16,910	49,749	525,048	242,165
GMC	3,189	8,341	4,561	15,509	133,615	65,640
INTERNATIONAL	2,820	3,172	2,485	2,787	56,010	6,631
MACK	620	739	560	2,141	14,248	10,520
WHITE	142	243	138	526	5,040	2,895
JEEP		4,500*	1,680*	7,301	70,888*	35,833
AM CORP.	284*	450*	284*	493	8,722*	3,002*
VOLKSWAGEN	687		641	3,029		10,578
MISCELLANEOUS	900*	950	900	3,960	16,070	15,960*
Total Trucks, U. S.	23,045	83,504	42,717	131,018	1,476,890	665,314

CANADIAN TRUCK PRODUCTION

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
CHRYSLER CORP.	1,040	2,050	1,053	4,658	28,150	14,341
FORD MOTOR	4,868	6,186	3,533	16,528	108,236	74,227
GENERAL MOTORS	5,946	6,748	6,130	25,419	119,362	107,242
AMERICAN MOTORS		1,220		898	24,611	9,377
INTERNATIONAL	440	473	431	1,297	8,150	5,067
MACK	50	98	36	215	1,389	1,020
WHITE	65	73	70	294	1,587	1,186
Total Trucks, Canada	12,409	16,850	11,253	49,309	291,485	212,460
N. American Trucks	35,454	100,354	53,970	180,327	1,768,375	877,774

**—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Automotive News

Detroit, May 19, 1980

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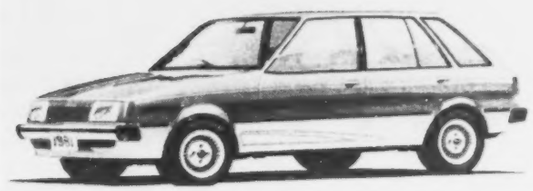
Mazda for '81



MPS Motor Fan

GLC is redesigned

The redesign of the Mazda GLC includes a quarter window behind the C-pillar of the four-door hatchback model. The '81 models, headed for the U. S. in September, will be changed to transverse layout front-wheel drive. Story on Page 24.

Sales slump hikes stocks; supply climbs to 76 days

By Richard A. Wright
Assistant Managing Editor

Domestic production cuts were unable to keep pace with sales declines during April and the U. S. auto makers opened May with a 76-day supply of new cars, up sharply from 61 days on April 1.

The industry had 1,584,804 new cars in its domestic stockpile May 1, compared with 1,567,187 a month earlier and 1,913,597 a year earlier. The much bigger year-ago May 1 count represented a 62-day supply at the then-current selling rate.

Of the U. S. makers, only American Motors managed to trim its inventory in terms of days - supply figures, although both AMC and Chrysler Corp. cut their unit counts.

AMC had a 77-day supply on May 1, down slightly from 80 days a month earlier. Chrysler Corp., however, saw its supply jump from 77 days to 121 days during April. All of its lines, even Omni and Horizon, were in heavy supply.

Ford Motor Co. opened May with a 77-day stockpile, up from 60 days a month earlier. Virtually all lines except Fairmont and Zephyr were in heavy supply and these two were by no means short at 60 and 63 days.

Most of the lean lines in the industry were owned by General Motors, which began May with a 66½-day supply, up from 59 days a month earlier. All X-body lines were still short, with Skylark's 23½-day stock the shortest in the industry. Chevette and Sunbird stocks were also lean.

Volkswagen of America had a skinny 28-day supply of U. S.-built Rabbits, up during the month from 21 days.

• The May 1 domestic inventory was divided this way: GM, 56.23 percent; Ford Motor Co., 25.76 percent; Chrysler Corp., 13.99 percent; AMC, 2.83 percent, and VWoA, 1.19 percent.

A month earlier, the new-car inventory was divided as follows: GM, 56.40 percent; Ford Motor Co., 24.85 percent; Chrysler Corp., 14.55 percent; AMC, 3.22 percent, and VWoA, 0.98 percent.

By size class, all segments of the market were in heavier supply May 1 than they had been a month earlier, but the basic imbalance between small cars and standards continued.

On May 1, the industry had a 55-day supply of subcompacts, up from 40½ days a month earlier. The 64-day supply of compacts compared with a 50-day stock April 1, while intermediates jumped from 70 to 87 days, standards from 86½ to 108 and luxury units from 81 to 84 days.

The May 1 inventory was divided this way among the size classes: Subcompact, 15.34 percent; compact, 25.37 percent; intermediate, 33.45 percent; standard, 19.61 percent, and luxury, 6.23 percent.

A month earlier, the inventory was divided as follows: Subcompact, 14.54 percent; compact, 24.90 percent; intermediate, 32.86 percent; standard, 20.89 percent, and luxury, 6.81 percent.

• The May 1 days-supply figures by market class were:

Subcompact—Rabbit, 28; Sunbird, 35; Chevette, 37; Monza, 48; Starfire, 67; Spirit, 69; Skyhawk, 77; Horizon, 90½; Omni, 92; Bobcat, 100, and Pinto, 110.

Compact — Skylark, 23½; Phoenix, 26; Omega, 28; Citation, 34; Concord, 57; Fairmont, 60; Zephyr, 63; Capri, 87; Mustang, 88; Camaro, 94; Firebird, 97; Pacer, 125; Volare, 150; Eagle, 152 and Aspen, 178.

Intermediate — Cutlass, 45; Century, 54; Supreme, 61½; LTD II, 77; Malibu, 79; Regal, 81; LeMans, 85½; Grand Prix, 101; LeBaron, 101½; Monarch, 102; Granada, 123; Monte Carlo, 125; Diplomat, 127; Mirada, 139½; Cougar XR-7, 150; Thunderbird, 159; and Cordoba, 165.

Standard — Gran Fury, 59½; Olds 88, 77; St. Regis, 80; Olds 98, 87; Mercury, 96; Ford, 100; LeSabre, 104; Pontiac, 104; Electra, 120; Chevrolet, 127, and Chrysler, 178.

Luxury—Corvette, 53; Eldorado, 63; Toronado, 81; Seville, 88; Cadillac, 93; Riviera, 93½; Lincoln, 94; Versailles, 96, and Mark VI, 97.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	May 1 1980	Apr. 1 1980	May 1 1979
Spirit	69	65	61
Concord	57	62	65
Eagle	152	148	—
Pacer	125	124	148½
AMERICAN MOTORS	77	80	69
Horizon	90½	42	24
Volare	150	102½	69
Gran Fury	59½	47	—
Plymouth	141	63	53
LeBaron	101½	82	111
Cordoba	165	125	211
Chrysler	178	92	117
Chrysler	135	97½	117
Omni	92	46	25
Aspen	178	117	79
Diplomat	127	100½	149
Mirada	139½	105	202
St. Regis	80	76½	114
Dodge	122	79	83
CHRYSLER CORP.	121	77	83
Pinto	110	83	47
Mustang	88	89	48
Fairmont	60	32	63
Granada	123	106	76
Thunderbird	159	46	109
Ford	100	92	123
Ford	93	60	73
Bobcat	100	94	53
Capri	87	70	44
Zephyr	63	32	92
Monarch	102	97	98
Cougar XR-7	150	51	137
Mercury	96	75	141
Mercury	92	58	95
Versailles	96	65	153
Lincoln	94	97	76
Mark VI	97	88	105
Lincoln	94½	90	106
FORD MOTOR CO.	93	60	80
Skyhawk	77	89	42
Skylark	23½	18	9
Century	54	48½	59
Regal	81	67	45
LeSabre	104	107	73
Electra	120	118	117
Riviera	93½	115	26
Buick	67	61	49
Seville	88	86	77
Cadillac	93	86	58
Eldorado	63	63	40
Cadillac	85	80	56
Chevette	37	28	23
Monza	48	41	26
Citation	34	26	28
Camaro	94	86	32
Malibu	79	64	64
Monte Carlo	125	111½	96
Chevrolet	127	87½	95
Corvette	53	47	26
Chevrolet	66½	54	56
Starfire	67	60	27
Omega	28	24	23
Cutlass	45	41	46
Supreme	61½	55	43
Olds 88	77	60½	42
Olds 98	87	73	54
Toronado	81	74	29
Oldsmobile	58	51	42
Sunbird	35	34	23½
Phoenix	26	19	31½
Firebird	97	113	28
LeMans	85½	93	69
Grand Prix	101	115	87
Pontiac	104	107½	106
Pontiac	72	75½	61
GENERAL MOTORS	66½	59	53
VOLKSWAGEN	28	21	16
TOTAL CARS, U.S.	76	61	63

Loan board's approval frees aid for Chrysler to stave off bankruptcy

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—On May 27, just in time to avert a Chrysler bankruptcy, the government will issue $500 million in loan guarantees to the faltering company, and Chrysler will issue guaranteed 10-year notes in minimum denominations of $10,000 redeemable any time after three years.

This follows the government's conditional approval for the full $1.5 billion on May 10 and is in keeping with the 15-day waiting period stemming from the law passed last December and signed by the President Jan. 9.

Although the Chrysler Loan Guarantee Board, composed of the secretary of Treasury, chairman of the Federal Reserve Board and the U. S. Comptroller—along with two non - voting members, the secretaries of Transportation and Labor—gave unanimous approval, it disagreed with some of Chrysler's assumptions.

But it felt the $1.5 billion in loan guarantees is better than the alternative of bankruptcy, which could cost taxpayers as much as $3 billion over two years.

The board, however, did have to modify the targets set forth in the act because banks and Chrysler's "family" did not come through as expected. The board will be monitoring Chrysler's progress continually as further drawdowns are requested.

Moreover, instead of the $1.43 billion spelled out in the law as Chrysler's share to be raised without federal guarantees, the amount is now $1.657 billion which includes an extra $227 million to offset the amount of loans committed by banks and other lenders before the October plan, but not extended to Chrysler.

This includes $159 million of revolving credit from U. S. banks and $68 million in lines of credit from Canadian banks not given to Chrysler.

The conditions which Chrysler must meet before any guarantees issue are to restructure its $1.4 billion of debt and $3 billion of debt held by Chrysler Financial. Public holders of company debentures must agree to allow the company to secure its federally guaranteed loans with its principal domestic auto

Continued on Page 67, Col. 1

Chrysler seals big-car doom

By Marjorie Sorge
Labor Editor

Chrysler Corp. will mothball its Lynch Rd. plant in Detroit for an indefinite period beginning July 2, thereby completely eliminating big - car production in the U. S. and Canada, according to sources.

A Chrysler spokesman said if the Lynch Rd. plant closes, it looks like Chrysler will be dropping the big cars. Later, he said "there is no confirmation Lynch Rd. is closing."

The plant is the current source of the St. Regis, New Yorker, Newport and Gran Fury and is the company's only big-car operation.

With the closing, Chrysler

Continued on Page 70, Col. 4

breaking news

Ford EXP and Mercury LN-7 bow in '81½

DEARBORN. — Ford Motor Co. reportedly has named its new '81½ sporty coupes the Ford EXP and Mercury LN-7. The front-drive subcompacts are based mechanically on the new Escort and Lynx cars which debut this fall. The EXP and LN-7 are scheduled for a mid-year introduction and will be available with a choice of notchback or glass hatchback rear ends.

Chrysler confirms Lynch Rd. closing

DETROIT. — Chrysler Corp. has confirmed it will close its Lynch Rd. (Detroit) assembly plant, source of full-size cars, at the end of the model year. The company will continue the New Yorker nameplate in a mid-size version for 1981. That model will be built in St. Louis.

See BREAKING NEWS, Page 73, Col. 1

NEWSPAPER

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Sales at 22-year low; down 41 pct. from '79

By Jenny L. King
Staff Writer

Domestic new-car sales in the first 10 days of May plunged to their lowest level in 22 years, and the period was the eighth in a row to fall below year-ago levels.

May 1-10 sales totalled 143,352, down 41.89 percent from 246,680 a year earlier. That was the biggest decline for any 10-day period this year, and this year's total was the smallest for a May opener since the industry sold 123,245 in 1958.

With nine selling days in both periods, the daily selling rate was a meager 15,928, compared with 27,409 a year earlier.

Chrysler Corp. suffered the biggest drop. Its sales plunged 58.56 percent to 12,694 from 30,631 last year. Ford Motor Co. reported sales of 31,638, down 50.18 percent from 63,519, while General Motors dealers sold 91,695, down 36.88 percent from 145,264. Volkswagen of America also was off. Sales of U.S.-built Rabbits totaled 3,425, down 15.95 percent from 4,075.

• While the May 1-10 sales report was certainly a dismal one, Ford Division managed to find a bright spot. Ford claimed that its new customer cash rebates during the final two days of the period boosted sales sharply.

"New-car sales for the two-day period increased by 76 percent from the sales rate during a base period of Dec. 1-Feb. 10, when rebates were not offered," said Philip E. Benton Jr., Ford Division general manager. "Increases by car lines were as high as 124 percent."

The rebates, which began May 9 and expire July 12, range from $500 on top-line LTD and Thunderbird models down to $100 on Fiesta.

Rebates by model and car line are: LTD Crown Victoria and Country Squire and Thunderbird Town Landau, $500; LTD and LTD wagon, $400; Thunderbird and Granada, $300; Fairmont, Mustang and Pinto, $200, and Fiesta, $100.

GM continued to take the lion's share of the much smaller retail pie, accounting for 63.96 percent of May 1-10 sales, compared with 58.89 percent a year earlier. AMC was also up, taking 2.72 percent, compared with 1.30 last year, as was VWoA, with 2.39 percent, compared with 1.65 percent.

Ford Motor Co. took 22.07 percent of domestic sales in the May opener, down from 25.74

Continued on Page 72, Col. 1

DOMESTIC SALES

	May 1-10, 1980	May 1-10, 1979†
AMERICAN MOTORS	3,900†	3,200†
Chrysler	2,849	7,372
Plymouth	4,802	10,580
Dodge	5,043	12,679
CHRYSLER CORP.	12,694	30,631
Ford	23,737	45,554
Mercury	6,250	14,788
Lincoln	1,651	3,168
FORD MOTOR	31,638	63,510
Buick	16,985	18,637
Cadillac	4,682	7,001
Chevrolet	37,215	61,784
Oldsmobile	18,689	31,617
Pontiac	14,124	26,225
GENERAL MOTORS	91,695	145,264
VOLKSWAGEN	3,425	4,075
INDUSTRY TOTAL	143,352	246,680

†—Estimated.

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55th year — No. 4810

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